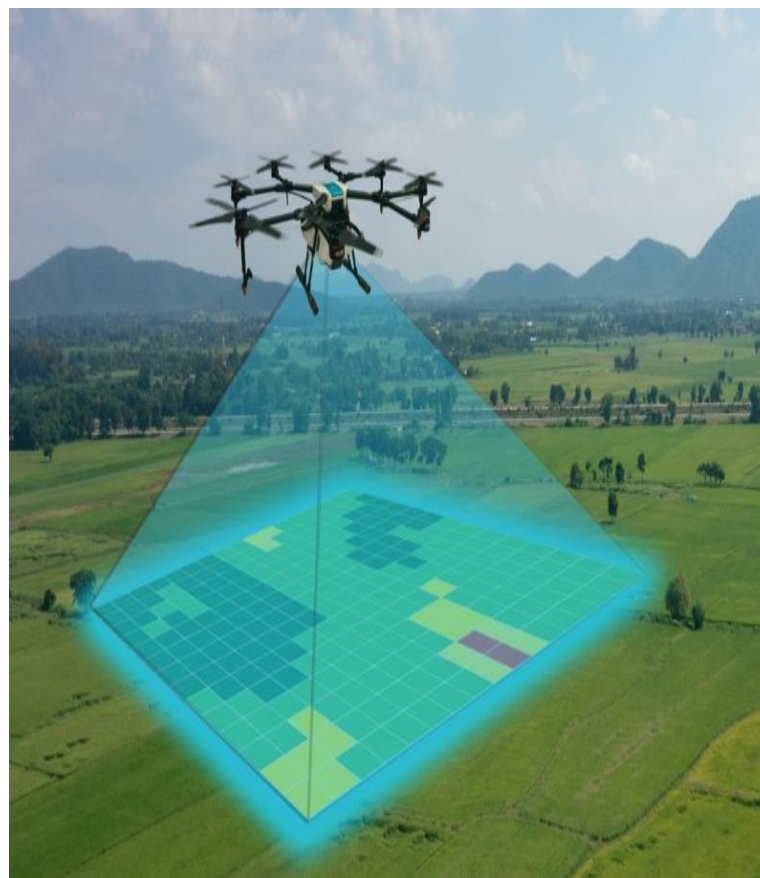


KURAI

Growing Africa



**Enhancing Access to Agricultural
Mechanization through Digital tools:
Strengthening the Linkages**

What Kurai does



Data collection

Centralizing data collection is quicker and cheaper for farmers



Data analytics

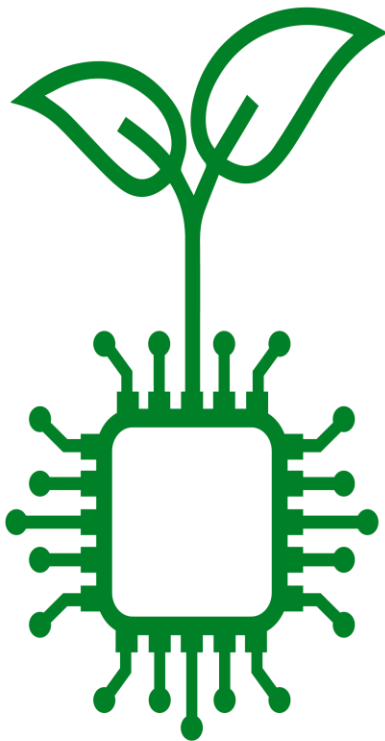
Processing multiple data points, gives a wholistic picture of farms



Data-driven action

The ability to action these insights is the **KEY** to solving the problem





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Growing Africa

Enhancing Access to Agricultural Mechanization through Digital tools: Strengthening the Linkages

- What role can digital solutions play in enhancing access to Agricultural Mechanization in Africa?
- What lessons can we draw from the experiences of deployment of digital solutions to support Agricultural Mechanizations including key peculiarities of delivering digital tools to enhance access to Ag. mechanization by Smallholder farmers.
- What do providers of digital solutions need to perform their role better?

Digital tools in agriculture

Raw Data

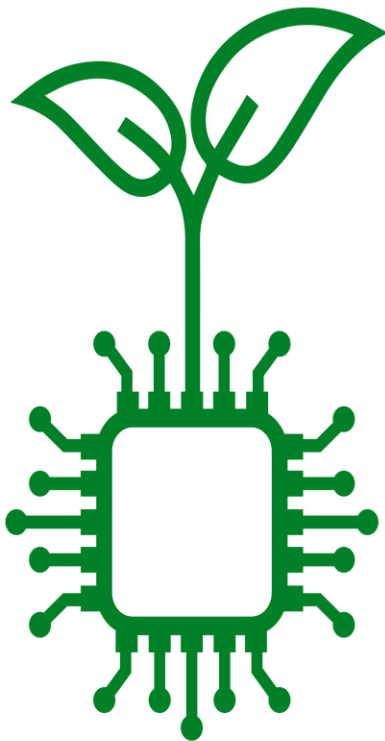
Capture

Analyze

Exchange

Drive
Efficiency





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Enhancing access to Agricultural Mechanization

What are some of the key issues?

How digital solutions overcome these key issues?



Knowledge Gap

Knowing what equipment you require and where to find it



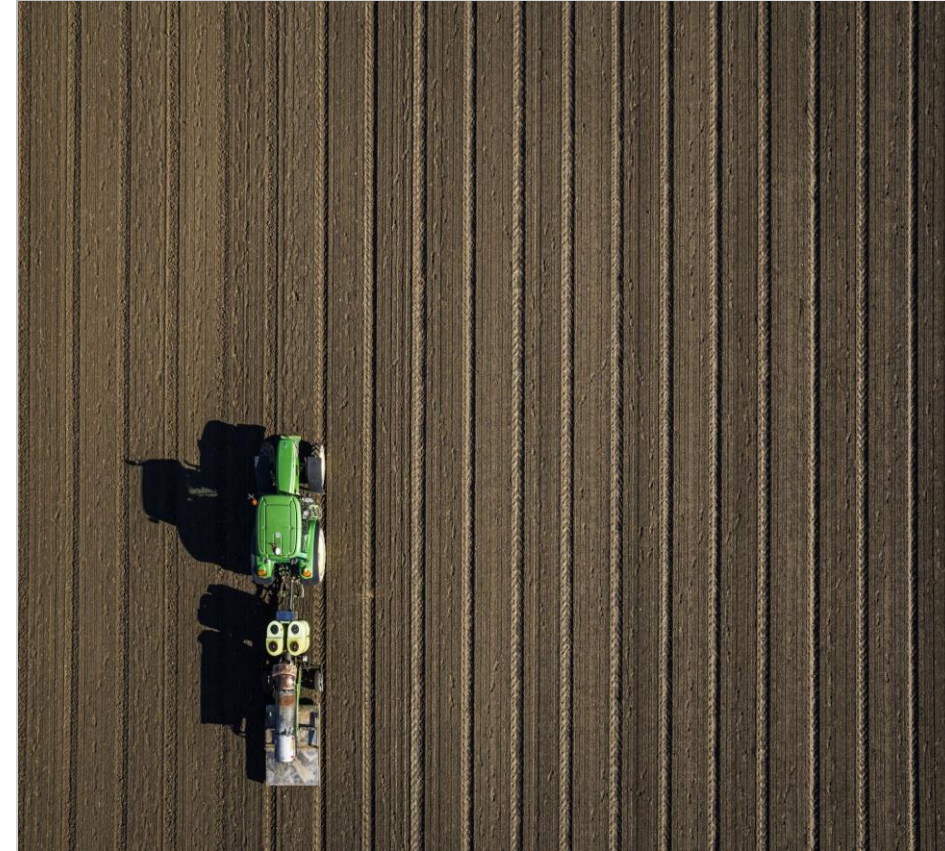
Cost Barrier

Agricultural machines are often unaffordable for small/medium sized farmers



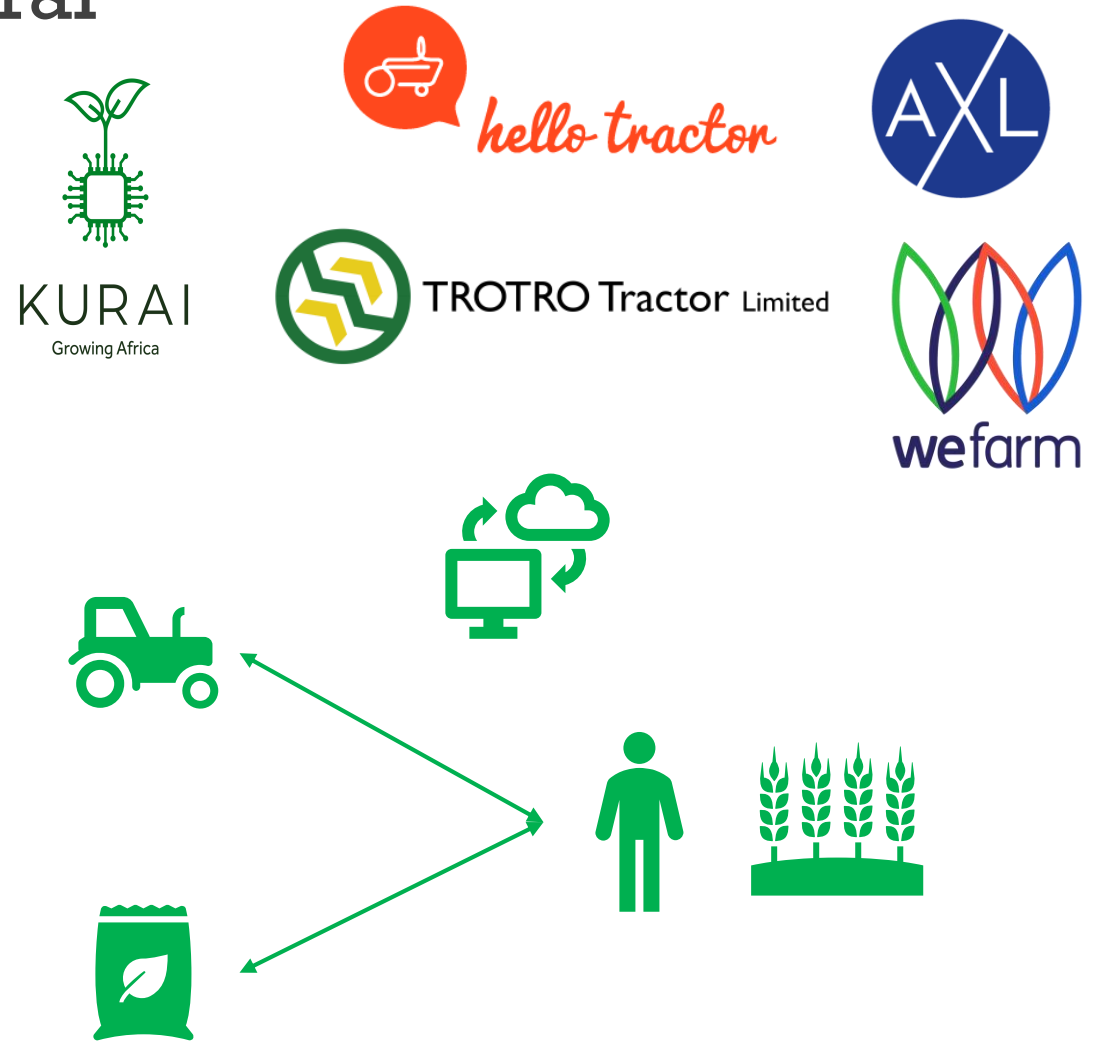
Digital solutions

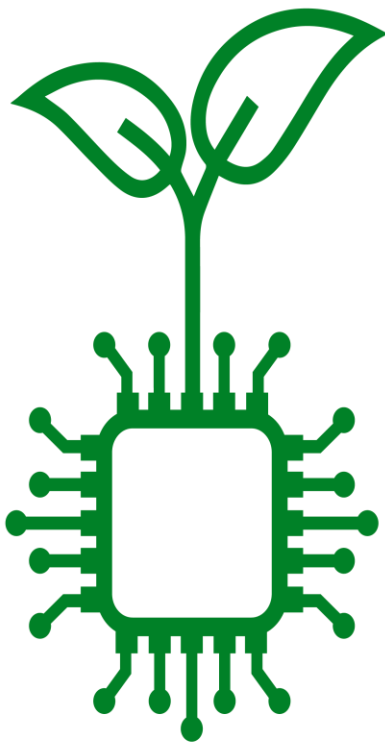
Increase access to information and reduce costs



Enhancing access to Agricultural Mechanization

- Simplify data collection
- Improved information flows
- Enhance access to rental markets
- Reduce transaction costs





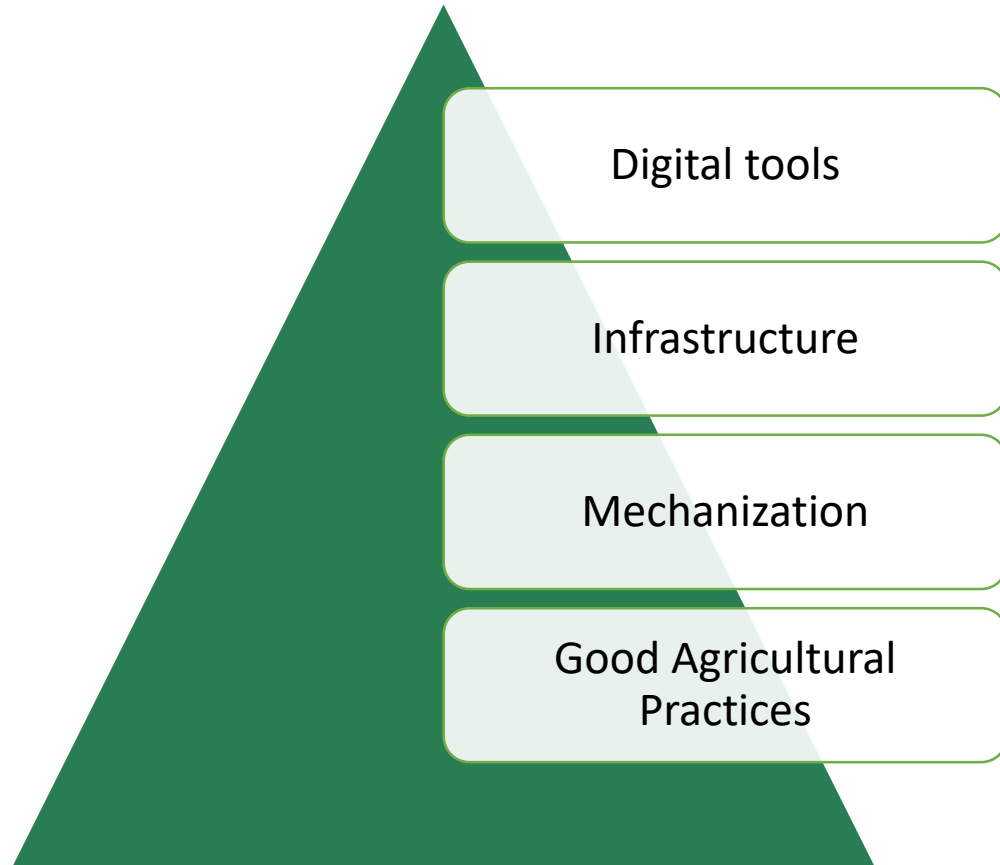
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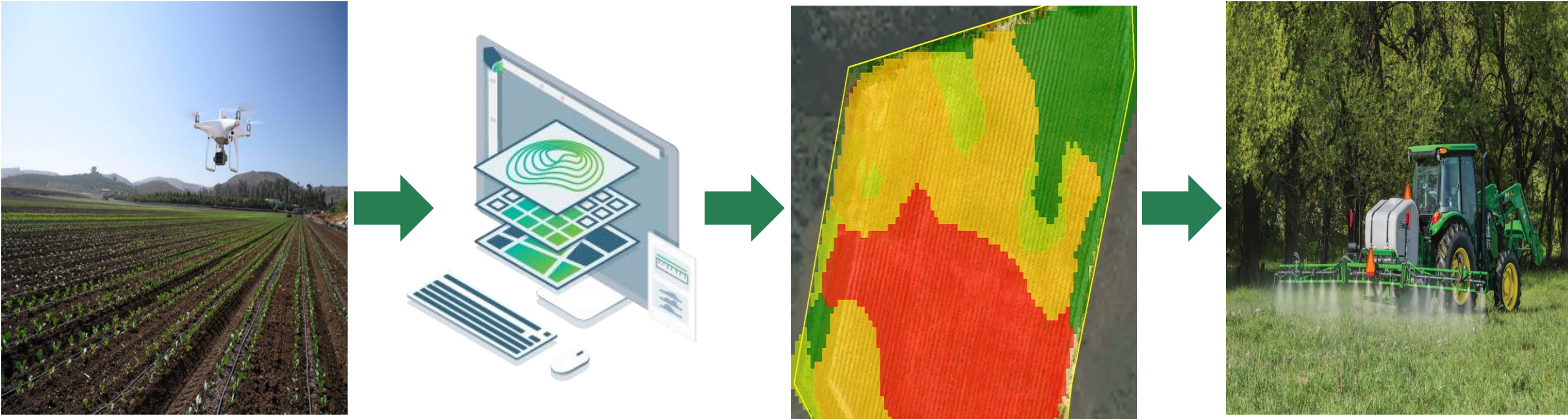
Lessons we can draw from the deployment of digital tools

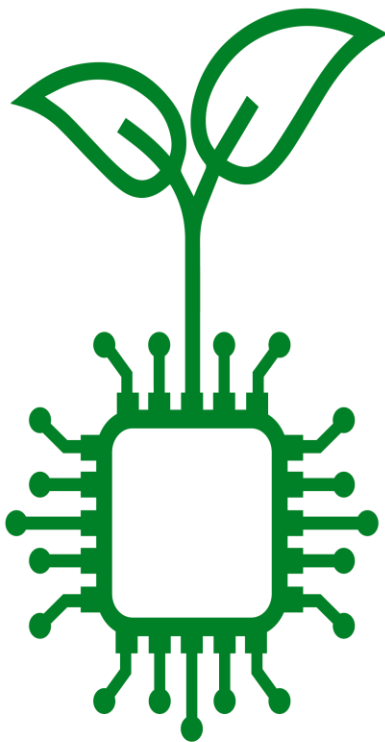


- Impact digital tools have on cultural & behavioral norms
- Reaching farmers
- Tools often aimed at commercial farmers
- Adapt and overcome



Lessons we can draw from the deployment of digital tools





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- **What do providers of digital solutions need to perform their role better?**

What do we need?



Work together

We need all parts of the agriculture value chain to work together



Education

Farmers need to be exposed to new technologies



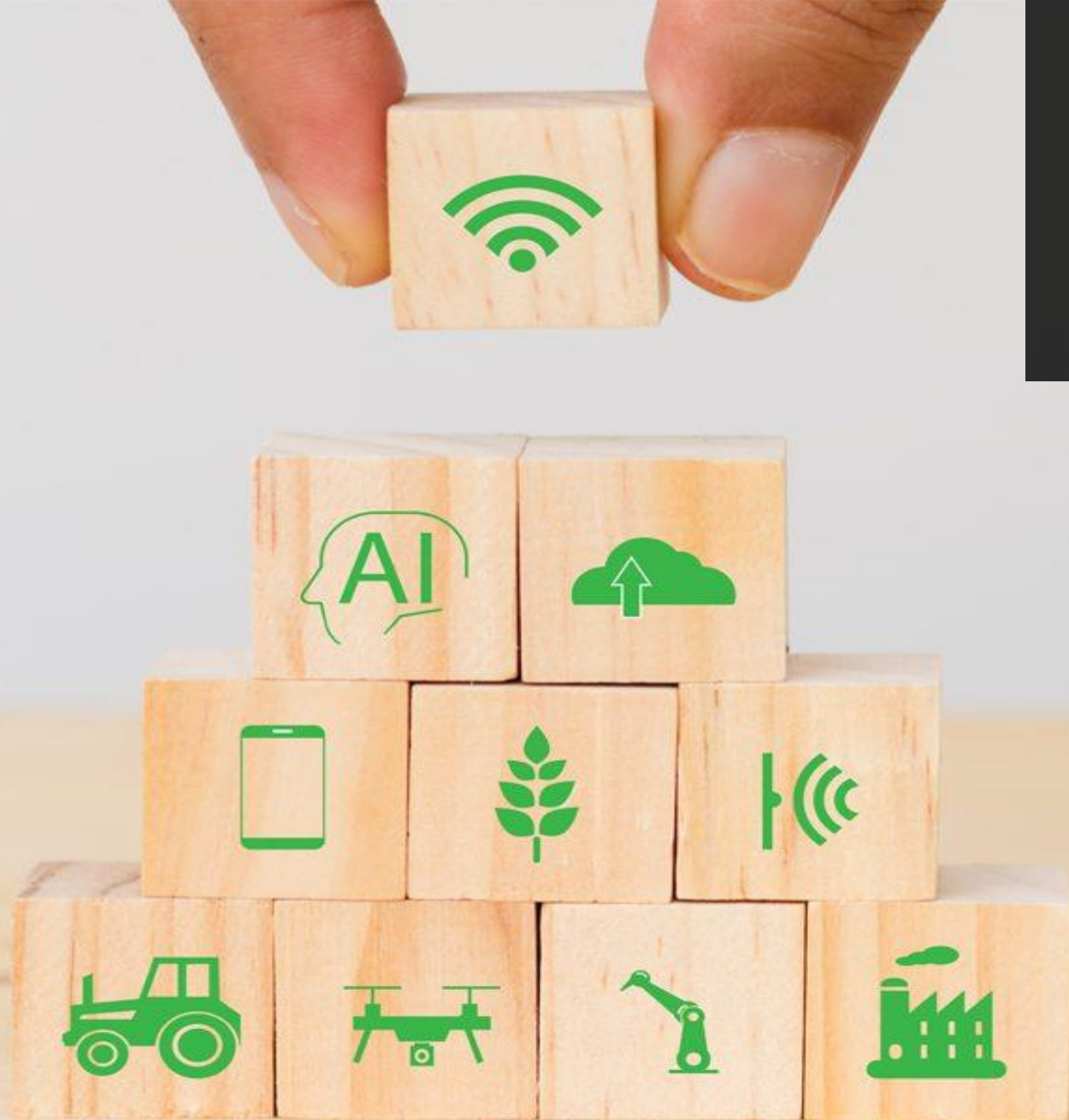
Buy-In

We need farmers to view technology as a means of increasing production

- Digital solution providers must play their part
- Changing people's mindset about technology



Thank You



KURAI
Growing Africa



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